

**SYSTEM AND METHOD FOR NOTIFYING USERS  
OF AN EVENT USING ALERTS**

**Abstract of the Disclosure**

An alert engine module receives an alert for an event in a generic communications format and delivers an alert for the event to a target address in a communications format that is preferred by a user based on the alert content. The generic format can be an e-mail message, such as a Simple Mail Transfer Protocol (SMTP) message. The alert engine can be operative to transform the alert based on a header and/or format of a target address.